



D. M. *JL* 11/12/92
T & D *JM* 11/12/92
S. R. M. *DL* 11/11/92
S. A. M. *DL* 11/11/92

CC: BETSY
STEVE
LORRAINE

J.A. MORRIS
Senior Chain Accounts Manager

4601 West Chester Pike
Newtown Square, PA 19073
215-353-3305
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November 2, 1992

TO: J.H. Casey G.B. Brown
J.A. Miller P.J. Gilotty
F.V. Natale D.L. James
R.A. Ridge R.R. Steele
R.L. VanSickle F.J. DeJong
G.R. Deschenes G.M. Richardson
D.M. Comer J.C. Crouch

SUBJECT: Wawa/RJR PCD Position

Gentlemen:

Wawa Headquarters and R.J. Reynolds has recently agreed upon the placement of our Permanent Counter Display at Wawa outlets.

Attached is a letter from Maureen E. McFadden, Product Planning Manager, outlining the positioning of our Permanent Counter Display. Also attached is a store-by-store list of where RJR and Philip Morris counter displays are to be placed. If for any reason you have a problem with the placement of our PCDs, please contact my office with specific information, i.e., store number, location and nature of the problem.

Warm regards,

Jen Ido

J.A. Morris

JAM:des

Attachments

51854 1296

"We work for smokers."